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GERMAN RETAIL BLOG

Mike Dawson • International Desk • Lebensmittel Zeitung

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September 23, 2015

EU migrants – a plus for European retailers



As the migrant tragedy unfolds and the EU struggles to cope, many European retailers & fmcg manufacturers have joined charities and private individuals in rendering humanitarian aid. Merely one positive example would be Rewe Group, Germany's second-largest retailer by sales. The Cologne-based company states, among a raft of other measures, that it is donating €500,000; providing 11,000 coats, 2,000 warm trousers and 10,000 blankets; as well as organising trainee jobs specifically for young refugees. Understandably and wisely, however, the trade is generally not prepared to comment on the potential benefits arising from an influx of young migrant labour and increased consumer spending. Neutral experts, however, clearly believe this to be the case.

German proverb: "Food and drink keep body and soul together"

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September 2, 2015

Clive Woodger on making a destination brand

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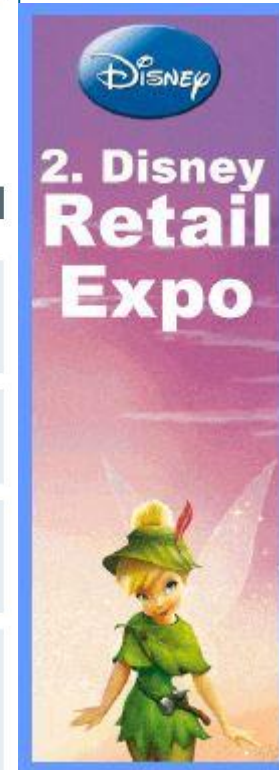
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